

ANA M. AGUILAR-HAUKE Product Designer

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Summary








Product designer with over 10 years expertise in web for international companies, in-house advertising departments, and advertising agencies.

Apply user-centered approaches to design products that help people accomplish the activities they love.

Effective in developing strategies based on insights. Execute and communicate innovative design solutions under tight deadlines, to build traffic and generate revenue.

Familiarity with the educational, fashion, medical and financial industries. Reputation for being a collaborative partner.

Tools

Photoshop	
Illustrator	
InDesign	
Sketch	
After Effects	
Premiere	
HTML, CSS	

Methods

Video Ethnography
Expert Interviews
Persona development
Prototyping Model
Usability Testing

Memberships

New York Usability Professionals
Association (NYC UXPA)
Interaction Design Association (IXDA)

Languages

English
Spanish
German

Other Interests

Building things

Exhibitions

Kunsthalle Faust, Hannover-Germany
Yo 62 Gallery, Hannover-Germany
Winkelmann Gallery Wunstof-Germany
Muthesius Kunsthochschule

Experience

One Pica Space, New York, NY-Kiel, Germany. 2010-2013/2016-Present
Interaction Designer

- Acted as a liaison between technology team, customers, and subject matter experts to establish requirements and determine user needs.
- Defined navigation, user workflows, and layouts focusing on usability.
- Developed wireframes, interface mockups, and page prototypes.
- Designed logos and implemented visual identity.

Spiegel Brands, New York, NY. 2007-2009

Senior Web Designer

- Managed, conceptualized, and designed landing pages, high-impact targeted emails, and data driven online campaigns for Newport-News.com.
- Coordinated information and images with merchandising and marketing departments.
- Coordinated project requirements with back-end developers.
- Trained freelancers in the company's content management system and software packages.

Long Term Freelance

NBC Bravo, House Party, NBC Sports, Citigroup, McCann Relationship Marketing, John Varvatos, Cline, Davis & Mann, AV Graphics, NY. 2006-2007
Senior Web Designer

- Redesigned user experience, produced concepts, created graphics, and multimedia promotional content.
- Produced and presented marketing projects such as promotional Flash banners and HTML emails.
- Collaborated with teams of analysts, design, and development professionals.
- Designed and implemented brand identity, logos and web presence for small to medium-size companies.

Education

Master of Arts in Interface Design,

Muthesius University of Fine Arts and Design, Kiel, Germany. 2016

Bachelor of Fine Arts in Graphic Design,

School Of Visual Arts, New York, NY. 1997